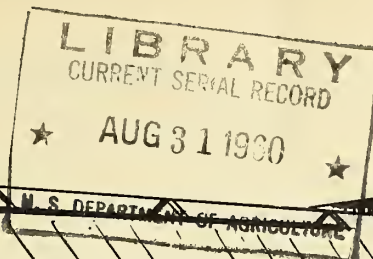


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Cut Flowers

PRODUCTION AND SALES,
1958 AND 1959
INTENTIONS FOR 1960 IN 10
SELECTED STATES

- CARNATIONS
- CHRYSANTHEMUMS
- GLADIOLUS
- ROSES

UNITED STATES DEPARTMENT OF AGRICULTURE
Agricultural Marketing Service
Crop Reporting Board
Washington, D. C.

SpCr 6-1(60)

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The figures shown in this report for 1959 were compiled from preliminary tabulations of data collected by the Bureau of the Census, United States Department of Commerce, in conjunction with the 1959 Census of Agriculture. Data shown for 1958 were collected by the Agricultural Marketing Service, United States Department of Agriculture. In order to reduce the number of inquiries going to producers of horticultural specialties in 1960, the Agricultural Marketing Service omitted its survey of cut flowers in the 10 selected States and cooperated with the Bureau of the Census in making a complete enumeration of horticultural specialties in all States. The 10 States are: California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon and Texas. The Bureau of the Census carried a number of special items on the questionnaire to flower growers that make it possible for the Agricultural Marketing Service to publish the 1959 data for the four cut flowers on a comparable basis with data collected and published for 1958. Earlier Agricultural Marketing Service reports for the 10 States were issued under SpCr 6-1 (59) in June 1959 and SpCr 6-1 (58) in June 1958. The first pilot survey conducted in 1957 covered the States of California, Colorado, Florida, Illinois, and Iowa. The publication number is SpCr 6-1(57).

CUT FLOWERS:

Production and Sales, 1958 and 1959,
and Intentions for 1960 in 10 Selected States

Sales of carnations, chrysanthemums, gladiolus and roses grown by nearly 3,200 producers in 10 selected States had a wholesale value of \$63.8 million in 1959, according to the Crop Reporting Board of the United States Department of Agriculture. This total is 8 percent above the wholesale value of \$58.9 million reported in 1958.

In both 1958 and 1959, the States covered were California, Colorado, Florida, Illinois, Iowa, Michigan, New York, Ohio, Oregon, and Texas. Each of the four cut flowers showed higher dollar sales in 1959 than a year earlier, with increases ranging from 5 percent for carnations and gladiolus to 28 percent for standard chrysanthemums. Chrysanthemums were valued at \$20.2 million (pompons, \$11.1 million, and standards, \$9.1 million), carnations \$17.6 million, roses \$15.4 million and gladiolus, \$10.6 million.

Highlights of the current report are the continued expansion of carnation production in California and Colorado, and increased chrysanthemum production, particularly in California and Ohio. Florida pompon chrysanthemum production continues relatively stable following a sharp increase in 1957. Florida gladiolus output for 1959 was substantially above a year earlier when yields were curtailed by severe winter freezes. Greenhouse rose production in the Western States continues to show some increase, but the number of plants in production in Illinois has declined in each year since figures were first collected in 1956.

California led in 1959 value of sales for the four cut flowers covered in the 10-State summary with a "gross wholesale" of \$18.6 million; followed by Florida with \$12.9 million; New York, \$8.4 million; Illinois, \$7.4 million; Colorado, \$6.6 million; Ohio, \$5.1 million; Michigan, \$2.4 million; Iowa and Oregon, each \$1.1 million; and Texas, less than \$1 million. All States except Florida and Illinois reported higher dollar sales in 1959 than a year earlier. In Florida, the average wholesale price for the important gladiolus and pompon chrysanthemum crops was lower in 1959 than in 1958 when production was curtailed by winter freeze damage. As a result, 1959 value figures for Florida were below 1958 even though production of gladiolus was up sharply during the same period. In Illinois, the lower wholesale value of sales in 1959 resulted largely from a smaller production of carnations.

STATE SUMMARIES

California flower growers reported the 1959 wholesale value of the four major cut flowers up substantially from 1958, with most of the gain resulting from increased production of carnations and standard chrysanthemums. The phenomenal upward trend in California carnation production continues, with sales up from 114 million blooms in 1958 to 131 million blooms in 1959. Output for 1959 was nearly one-third above the 100 million blooms reported for 1956 when yearly production data were first collected. A continued increase is indicated for 1960, as growers reported intentions to have slightly more plants in production in 1960 than in 1959. Standard chrysanthemum growers, located largely in the San Francisco Bay Area, reported sales of over 36 million blooms in 1959, up substantially from the 28 million blooms reported a year earlier. Pompon production was also up from 2.9 million bunches to 3.9 million bunches during the same period. For 1960, chrysanthemum producers in California have reported intentions to reduce standard plantings moderately, while a small increase is indicated for pompon. Rose and gladiolus growers also reported moderate increases in production for 1959. Intentions for 1960 show some further small increases.

In Colorado, as in California, carnation production continues to show a rapid growth, with sales up from 66.6 million blooms in 1958 to 73.5 million blooms in 1959. Production for 1959 was 37 percent above the 53.8 million blooms reported for 1956 when yearly production and sales data were first collected. A further increase is indicated for 1960, as growers reported

intentions to increase plantings moderately above 1959. Colorado carnation sales accounted for 90 percent of the wholesale value of the four cut flowers in that State in 1959.

Florida flower growers reported the 1959 value of sales for chrysanthemums and gladiolus moderately below a year earlier. For 1960, growers report intentions to increase plantings of pompon and standard chrysanthemums moderately above 1959, while no change is indicated for gladiolus.

In Illinois, the 1959 wholesale value for the four major cut flowers showed a small decrease from a year earlier. Growers of carnations, chrysanthemums, and roses all reported smaller numbers of blooms sold in 1959 than a year earlier. Gladiolus was the only cut flower in the survey showing a larger production in 1959 than in 1958. For 1960, growers report intentions to increase plantings of pompon and standard chrysanthemums moderately above 1959, but plan to reduce plantings of carnations, gladiolus, and roses.

The 1959 value of sales for the four flowers in Iowa showed a small increase from a year earlier with reduced production of carnations and roses more than offset by increased marketings of standard and pompon chrysanthemums. Intentions for 1960 show a substantial reduction in gladiolus acreage, but very little or no change in plantings of chrysanthemums, carnations, and roses.

Michigan growers reported a moderate increase in dollar sales of the four cut flowers from 1958 to 1959. Both gladiolus and roses showed substantial increases in the quantities sold in 1959, but in the case of roses the larger cut was partially offset by lower wholesale prices. Intentions for 1960 show very little or no change in plantings of the four cut flowers.

New York flower growers reported a sizable increase in the wholesale value of the four cut flowers from 1958 to 1959, with most of the gain coming in Upstate New York. In Upstate New York, only carnations showed reduced marketings in 1959. In the case of gladiolus and roses, part of the increase in production was offset by lower wholesale prices. For 1960, Upstate growers reported intentions to increase plantings of carnations and chrysanthemums slightly above 1958, but substantially smaller plantings are indicated for gladiolus and roses. On Long Island, New York, carnation production showed a sizable decline from 1958 to 1959, but this was more than offset by increased marketings of both standard and pompon chrysanthemums. Rose and gladiolus production showed very little change during the year. Intentions reported by Long Island growers for 1960 show very little or no change in plantings of the four cut flowers.

In Ohio, the 1959 aggregate wholesale value of sales for the four cut flowers showed a sizable gain from a year earlier. Production of carnations and roses was down from 1958 to 1959, but pompon and standard chrysanthemum production showed a substantial increase during the same period. Production of gladiolus was also higher in 1959 than in 1958. Intentions reported by Ohio growers for 1960 show a continued increase in plantings of chrysanthemums, largely in standards, with little or no change indicated for carnations, roses, and gladiolus.

Oregon flower growers reported the 1959 wholesale value of the four major cut flowers substantially above 1958, with virtually all of the gain coming from increased production of roses and more favorable prices to the grower. Intentions reported by Oregon growers for 1960 show a sizable reduction in plantings of carnations, but little or no change in plantings of chrysanthemums, gladiolus, and roses.

In Texas, the 1959 wholesale value for the four cut flowers showed a moderate gain from 1958 to 1959. All of the increase resulted from larger marketings of carnations and pompon chrysanthemums. Intentions reported by Texas growers for 1960 show a continued increase in plantings of chrysanthemums, largely in standards, with little change indicated for gladiolus and carnations.

(Continued on page 11)

Table 1.--Carnations, Chrysanthemums, Gladiolus and Roses: Number of producers and gross wholesale value of sales, 1958 and 1959, in 10 selected States

State	Producers		Gross Wholesale value of sales					
			Carnations		Chrysanthemums			
	1958	1959	1958	1959	Standard		Pompons	
					1958	1959	1958	1959
	Number	Number	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California..	468	504	5,484	6,307	2,827	4,329	1,025	1,657
Colorado....	133	145	5,528	5,876	108	125	197	195
Florida.....	89	85	1/	1/	193	248	5,522	5,058
Illinois....	448	456	1,400	1,272	1,240	1,238	1,076	918
Iowa.....	137	141	289	248	119	160	204	255
Michigan....	312	345	368	378	289	274	410	413
New York:								
Long Island	186	245	1,378	1,277	371	448	398	550
Upstate....	437	514	600	560	728	890	739	896
Ohio.....	510	548	1,481	1,448	1,076	1,210	826	1,012
Oregon.....	87	105	132	164	31	38	89	122
Texas.....	86	85	20	32	148	146	43	54
10 States...	2,893	3,173	16,680	17,562	7,130	9,106	10,529	11,130

State	Gross wholesale value of sales					
	Gladiolus		Roses		Total (4 cut flowers)	
	1958	1959	1958	1959	1958	1959
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
California..	1,212	1,402	4,406	4,937	14,954	18,632
Colorado....	37	63	292	296	6,162	6,555
Florida.....	7,664	7,598	2/	2/	13,379	12,904
Illinois....	359	452	3,560	3,474	7,635	7,354
Iowa.....	39	55	444	399	1,095	1,117
Michigan....	54	186	1,128	1,178	2,249	2,429
New York:						
Long Island	41	46	1,286	1,330	3,474	3,651
Upstate....	316	362	1,854	2,010	4,237	4,718
Ohio.....	279	340	1,023	1,116	4,685	5,126
Oregon.....	56	78	489	663	797	1,065
Texas.....	58	57	2/	2/	269	289
10 States...	10,115	10,639	14,482	15,403	58,936	63,840

1/ No commercial production. 2/ Not published to avoid disclosure of individual operations.

Table 2.--Carnations: Number of producers, plants in production, sales, price, wholesale value, 1958 and 1959, and indicated plants in production, 1960, in 10 selected States

State	Producers		Plants in production			
	1958	1959	1958	1959	Intended 1960	1960 as percent of 1959
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California..	180	191	10,393	12,562	12,725	101
Colorado....	122	129	6,556	6,935	7,175	103
Florida 1/..	---	---	---	---	---	---
Illinois....	224	219	2,367	2,443	2,324	95
Iowa.....	83	85	437	319	325	102
Michigan....	171	175	568	580	586	101
New York:						
Long Island	100	100	3,491	3,238	3,190	99
Upstate....	208	222	1,074	1,098	1,129	103
Ohio.....	314	314	2,077	2,170	2,178	100
Oregon.....	36	41	216	213	199	93
Texas.....	16	22	24	52	51	98
10 States 1/	1,454	1,498	27,203	29,610	29,882	101

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1958	1959	1958	1959	1958	1959	1958	1959
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California..	114,251	131,398	100	100	4.8	4.8	5,484	6,307
Colorado....	66,598	73,456	100	99	8.3	8.0	5,528	5,876
Florida 1/..	---	---	---	---	---	---	---	---
Illinois....	20,587	18,699	89	88	6.8	6.8	1,400	1,272
Iowa.....	3,398	2,534	65	65	8.5	9.8	289	248
Michigan....	4,179	4,400	52	66	8.8	8.6	368	378
New York:								
Long Island	21,195	19,644	96	94	6.5	6.5	1,378	1,277
Upstate....	7,995	7,278	74	73	7.5	7.7	600	560
Ohio.....	17,425	16,841	83	81	8.5	8.6	1,481	1,448
Oregon.....	1,496	1,865	77	86	8.8	8.8	132	164
Texas.....	170	308	1	17	12.0	10.3	20	32
10 States 1/	257,294	276,423	95	96	6.5	6.4	16,680	17,562

1/ Florida--No commercial production. 2/ Equivalent wholesale value for all sales.

Table 3.--Standard Chrysanthemums: Number of producers, plants in production, sales, price, wholesale value, 1958 and 1959, and indicated plants in production, 1960, in 10 selected States

State	Producers		Plants in production			
	1958	1959	1958	1959	Intended 1960	1960 as percent of 1959
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	139	151	14,581	21,585	20,117	93
Colorado.....	22	27	393	424	423	100
Florida.....	12	17	888	1,082	1,166	108
Illinois.....	308	313	5,269	5,168	5,371	104
Iowa.....	108	112	351	512	497	97
Michigan.....	237	244	917	1,021	1,029	101
New York:						
Long Island.	98	113	1,029	1,343	1,311	98
Upstate.....	323	369	2,555	3,232	3,318	103
Ohio.....	424	447	3,884	4,191	4,598	110
Oregon.....	51	59	111	126	128	102
Texas.....	57	53	669	622	639	103
10 States....	1,779	1,905	30,647	39,306	38,597	98

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale ^{1/}	
	1958	1959	1958	1959	1958	1959	1958	1959
	<u>Blooms</u>	<u>Blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	27,987	36,381	100	100	10.1	11.9	2,827	4,329
Colorado.....	482	593	97	93	22.4	21.0	108	125
Florida.....	1,235	1,613	91	91	15.6	15.4	193	248
Illinois.....	5,715	5,652	84	84	21.7	21.9	1,240	1,238
Iowa.....	516	740	59	69	23.1	21.6	119	160
Michigan.....	1,280	1,274	53	63	22.6	21.5	289	274
New York:								
Long Island.	1,688	2,072	95	87	22.0	21.6	371	448
Upstate.....	3,178	3,771	76	81	22.9	23.6	728	890
Ohio.....	4,958	5,524	81	79	21.7	21.9	1,076	1,210
Oregon.....	181	194	83	77	17.0	19.7	31	38
Texas.....	677	688	84	81	21.9	21.2	148	146
10 States....	47,897	58,502	92	93	14.9	15.6	7,130	9,106

^{1/} Equivalent wholesale value for all sales.

Table 4.--Pompon Chrysanthemums: Number of producers, plants in production, sales, prices, wholesale value, 1958 and 1959, and indicated plants in production, 1960, in 10 selected States

State	Producers		Plants in production			
	1958	1959	1958	1959	Intended 1960	1960 as percent of 1959
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California...	214	225	9,427	12,079	12,473	103
Colorado.....	32	36	572	466	532	114
Florida.....	42	44	21,735	23,777	25,704	108
Illinois.....	300	321	4,772	4,632	5,117	110
Iowa.....	115	126	628	780	780	100
Michigan.....	251	264	1,661	1,732	1,700	98
New York:						
Long Island.	132	153	1,750	2,236	2,413	108
Upstate.....	370	423	3,029	2,885	2,899	100
Ohio.....	430	456	3,075	3,735	3,810	102
Oregon.....	65	81	330	418	416	100
Texas.....	38	37	198	223	254	114
10 States....	1,989	2,166	47,177	52,963	56,098	106

State	Bunches sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1958	1959	1958	1959	1958	1959	1958	1959
	<u>1,000 bunches</u>	<u>1,000 bunches</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California...	2,928	3,854	99	98	0.35	0.43	1,025	1,657
Colorado.....	164	150	96	92	1.20	1.30	197	195
Florida.....	7,172	7,330	95	99	.77	.69	5,522	5,058
Illinois.....	1,209	1,120	79	79	.89	.82	1,076	918
Iowa.....	194	243	69	60	1.05	1.05	204	255
Michigan.....	519	459	59	61	.79	.90	410	413
New York:								
Long Island.	652	786	89	91	.61	.70	398	550
Upstate.....	880	943	66	68	.84	.95	739	896
Ohio.....	1,020	1,125	78	77	.81	.90	826	1,012
Oregon.....	94	126	81	82	.95	.97	89	122
Texas.....	53	63	95	82	.82	.85	43	54
10 States....	14,885	16,199	90	92	.71	.69	10,529	11,130

1/ Equivalent wholesale value for all sales.

Table 5.--Gladiolus: Number of producers, acres in production, sales, price, wholesale value, 1958 and 1959, and indicated acres in production, 1960, in 10 selected States

State	Producers		Acres in production			
	1958	1959	1958	1959	Intended 1960	1960 as percent of 1959
	<u>Number</u>	<u>Number</u>	<u>Acres</u>	<u>Acres</u>	<u>Acres</u>	<u>Percent</u>
California....	61	78	630	742	786	106
Colorado.....	11	16	53	69	66	96
Florida.....	57	44	7,500	7,700	7,700	100
Illinois.....	105	104	1,070	1,085	1,015	94
Iowa.....	51	48	72	87	62	71
Michigan.....	65	99	180	498	490	98
New York:						
Long Island..	27	34	48	51	51	100
Upstate.....	102	137	490	648	597	92
Ohio.....	86	94	470	387	391	101
Oregon.....	25	39	83	100	101	101
Texas.....	30	29	51	51	47	92
10 States.....	620	722	10,647	11,418	11,306	99

State	Dozen spikes sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 1/	
	1958	1959	1958	1959	1958	1959	1958	1959
	<u>1,000 dozen</u>	<u>1,000 dozen</u>	<u>Percent</u>	<u>Percent</u>	<u>Dollars</u>	<u>Dollars</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California....	2,164	2,460	100	100	0.56	0.57	1,212	1,402
Colorado.....	79	99	100	92	.47	.64	37	63
Florida.....	12,989	14,611	85	99	.57	.59	7,664	7,598
Illinois.....	1,088	1,221	98	97	.33	.37	359	452
Iowa.....	54	73	72	73	.73	.75	39	55
Michigan.....	136	404	92	94	.40	.46	54	186
New York:								
Long Island..	78	76	92	69	.53	.60	41	46
Upstate.....	526	788	92	87	.60	.46	316	362
Ohio.....	527	587	96	92	.53	.58	279	340
Oregon.....	78	104	96	93	.72	.75	56	78
Texas.....	62	63	93	76	.93	.90	58	57
10 States.....	17,781	20,486	88	98	.57	.52	10,115	10,639

1/ Equivalent wholesale value for all sales.

Table 6.--Roses: Number of producers, plants in production, sales, price, wholesale value, 1958 and 1959, and indicated plants in production, 1960, in 10 selected States

State	Producers		Plants in production			
	1958	1959	1958	1959	Intended 1960	1960 as percent of 1959
	<u>Number</u>	<u>Number</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>1,000 plants</u>	<u>Percent</u>
California....	39	42	2,749	2,843	2,862	101
Colorado.....	16	17	154	138	139	101
Florida 1/.....	---	---	---	---	---	---
Illinois.....	43	44	2,022	1,917	1,869	97
Iowa.....	16	16	309	256	260	102
Michigan.....	18	20	573	582	583	100
New York:						
Long Island..	15	18	762	743	743	100
Upstate.....	28	33	1,031	1,033	956	93
Ohio.....	34	33	599	579	565	98
Oregon.....	9	12	260	296	291	98
Texas 1/.....	---	---	---	---	---	---
10 States.....	218	235	8,459	8,387	8,268	99

State	Blooms sold		Percent of sales at wholesale		Wholesale price		Value of sales at wholesale 2/	
	1958	1959	1958	1959	1958	1959	1958	1959
	<u>1,000 blooms</u>	<u>1,000 blooms</u>	<u>Percent</u>	<u>Percent</u>	<u>Cents</u>	<u>Cents</u>	<u>1,000 dollars</u>	<u>1,000 dollars</u>
California....	67,789	72,603	100	100	6.5	6.8	4,406	4,937
Colorado.....	2,732	2,427	97	93	10.7	12.2	292	296
Florida 1/.....	---	---	---	---	---	---	---	---
Illinois.....	44,506	43,422	97	98	8.0	8.0	3,560	3,474
Iowa.....	5,040	4,386	94	89	8.8	9.1	444	399
Michigan.....	10,951	12,809	96	97	10.3	9.2	1,128	1,178
New York:								
Long Island..	14,451	14,611	99	99	8.9	9.1	1,286	1,330
Upstate.....	18,728	21,616	98	98	9.9	9.3	1,854	2,010
Ohio.....	12,040	11,389	89	90	8.5	9.8	1,023	1,116
Oregon.....	6,428	7,447	100	99	7.6	8.9	489	663
Texas 1/.....	---	---	---	---	---	---	---	---
10 States 1/	182,665	190,710	98	98	7.9	8.1	14,482	15,403

1/ Florida and Texas--not published to avoid disclosure of individual operations.

2/ Equivalent wholesale value for all sales.

DEFINITIONS

The estimates in this report relate to sales by commercial producers. A commercial producer is defined as one who produces and sells \$1,000 or more of cut flowers or flowering and foliage plants in one year. Only commercial producers growing one or more of the four cut flowers were included in this report. Estimates for some producers for which Census data are still pending were made, using size-of-enterprise information previously reported to the Department of Agriculture. All value figures are at "gross wholesale" and deductions have not been made for selling commissions and transportation costs. Retail sales in each State were converted to their equivalent wholesale value using wholesale prices reported by growers having about the same size of operation.

